



# NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road • Chicago, IL 60630

FOR IMMEDIATE RELEASE

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## INTERVIEW, PHOTO OPPORTUNITIES

### THE SALVATION ARMY NETS 22 GOLD, SILVER COINS

*Lt. Col. Grindle to Provide Red Kettle Fundraising Update*

**WHAT:** A display of gold and silver coins donated to The Salvation Army as part of The Red Kettle Campaign

An update on the Salvation Army's Red Kettle fundraising efforts

**WHO:** Lt. Colonel David E. Grindle, divisional commander, Salvation Army Metropolitan Division

**WHEN:** January 6, 2010  
11 AM

**WHERE:** Salvation Army Divisional Headquarters  
5040 N. Pulaski Road, Chicago, IL

## ADDITIONAL INFORMATION

- The Salvation Army Metropolitan Division has been finding gold coins in its red kettles since 1982.
- To date, more than 370 gold coins have been donated to The Salvation Army as part of the Red Kettle Campaign.
- The Red Kettle Campaign fundraising goal is \$12-million.
- The Salvation Army receives approximately 70 percent of donations for the year during the Red Kettle Campaign, which ends January 31st.
- Because of efficiencies -- such as purchasing groceries in bulk and having some groceries donated -- The Salvation Army stretches the dollar. For example, for just \$32, The Army can provide enough groceries to feed a family of four for a week.
- Eighty-eight cents of every dollar donated to The Salvation Army is spent on services and programs that directly benefit the needy. The Army, often, is many peoples' last hope.

##